

Title (en)
INSERTION OF ADVERTISEMENT CONTENT INTO A TEXT MESSAGE

Title (de)
EINFÜGUNG VON WERBEINHALT IN EINE TEXTNACHRICHT

Title (fr)
INSERTION DE CONTENU PUBLICITAIRE DANS UN MESSAGE TEXTE

Publication
EP 2149271 A1 20100203 (EN)

Application
EP 08742950 A 20080416

Priority
• US 2008004902 W 20080416
• US 90774607 P 20070416

Abstract (en)
[origin: WO2008130565A1] The present invention provides a method and system for inserting advertisement content into a text message. The text message is sent from a first communication device by a subscriber to a recipient via a SMSC. The method for inserting advertisement content into the text message includes changing (302) original SMSC address of the text message. The method further includes receiving the text message (304) with the changed SMSC address. Further, the method includes inserting (306) at least one advertisement into the text message, where the at least one advertisement is selected from one or more advertisements. The method further includes directing the text message (308) with the at least one advertisement to the SMSC. Finally, the method includes providing a credit (310) to the subscriber for the text message.

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H04Q 7/22

IPC 8 full level
H04W 4/14 (2009.01); **H04W 88/18** (2009.01)

CPC (source: EP US)
G06Q 30/0277 (2013.01 - EP US); **H04W 4/14** (2013.01 - EP US); **H04L 51/58** (2022.05 - EP US); **H04W 88/184** (2013.01 - EP US)

Citation (search report)
See references of WO 2008130565A1

Cited by
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